

INVESTOR PITCH

EMPOWERING BRANDS & AFFILIATES TO GROW TOGETHER

Global
NETWORK



HELLO!



INTRODUCTION

THE OPPORTUNITY IN THE MIDDLE EAST

IMAGINE A REGION WITH A BOOMING DIGITAL ECONOMY.

BRANDS ARE EAGER TO REACH CUSTOMERS ONLINE, BUT THEY LACK THE EXPERTISE TO BUILD AFFILIATE PROGRAMS THAT ACTUALLY DELIVER.

AT THE SAME TIME, TALENTED PUBLISHERS AND INFLUENCERS ARE READY TO DRIVE TRAFFIC—YET THEY STRUGGLE WITH UNRELIABLE PAYMENTS, UNCLEAR SYSTEMS, AND LIMITED OPPORTUNITIES

THIS IS THE GAP.

AND THIS IS WHERE **GLOBAL NETWORK** STEPS IN.

OUR STORY

FOUNDED IN DUBAI WITH A REGIONAL OFFICE IN JORDAN, GLOBAL NETWORK WAS BORN WITH ONE MISSION:

TO CONNECT AMBITIOUS BRANDS WITH HIGH-PERFORMING AFFILIATES AND UNLOCK SUSTAINABLE GROWTH FOR BOTH SIDES. SINCE INCEPTION, WE'VE BRIDGED THIS GAP BY COMBINING TECHNOLOGY, EXPERTISE, AND A RELIABLE ECOSYSTEM.

TODAY, WE ALREADY SERVE LEADING CLIENTS IN THE UAE AND KSA, AND WE'VE ONBOARDED MORE THAN 800 PUBLISHERS ACROSS THE MIDDLE EAST.



OUR COMPANY

Global Network is a dynamic affiliate marketing and digital growth agency that connects businesses with their ideal audiences while empowering affiliates to earn through innovative marketing opportunities.

Our platform combines data-driven strategies, creative content solutions, and multi-channel outreach to drive measurable results for brands and sustainable growth for affiliates.



MEET OUR FOUNDER

Rima Hani

Founder & Marketing Director, Global Network

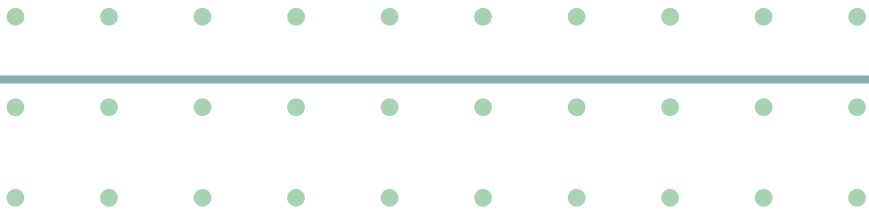
Rima Hani is a seasoned leader in affiliate and digital marketing with over 10 years of experience driving performance-based growth across the MENA region.

Before founding Global Network in 2022, she held senior roles at DigiZag, Equiti Group, Digital Advantage, and Relevant Network, where she successfully built and scaled affiliate programs, expanded into new markets, and drove measurable revenue growth.

At Global Network, Rima leads the company’s strategic vision, marketing operations, and partner ecosystem, positioning the business as a trusted affiliate hub for advertisers and publishers.

With a background in Computer & Information Systems Security, combined with deep expertise in digital growth strategies, she brings a unique blend of technical insight and commercial leadership.

Key Strengths: Market expansion, affiliate program management, ROI-driven marketing strategies, and building long-term revenue-generating partnerships.



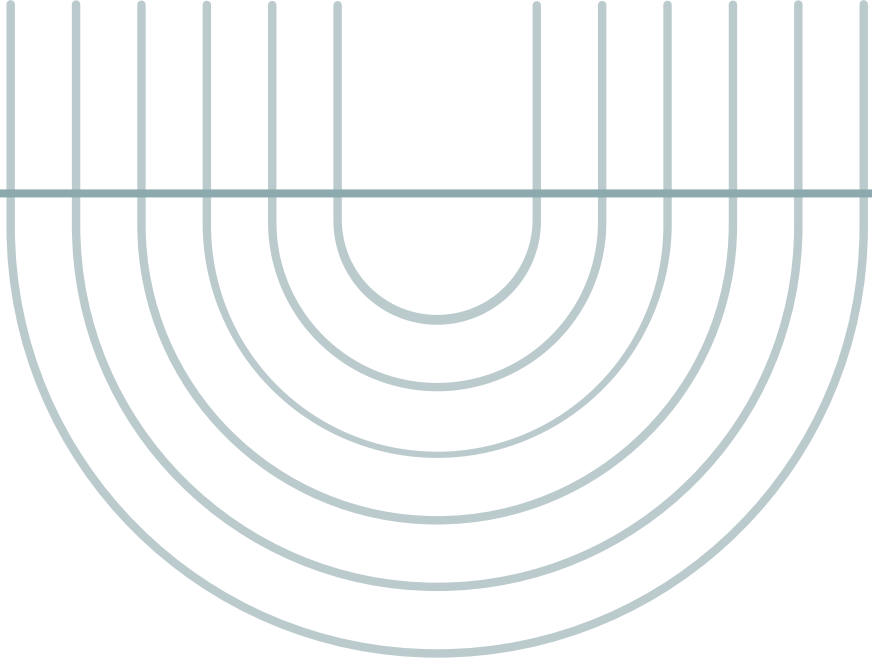
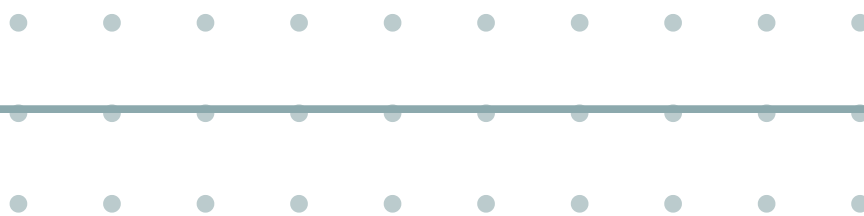
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PROBLEM VS SOLUTION

PROBLEM

- **Brands want results but lack know-how in affiliate marketing.**
 - 80% of regional brands lack structured affiliate programs → millions in lost potential sales.
- **Agencies are often generic, wasting client budgets.**
 - Customer acquisition costs up to 5x higher than global average
- **Affiliates lose trust due to slow or inconsistent payments.**
 - Limited transparency between publishers & advertisers → low trust and inefficiency.
- **The region is underpenetrated: Middle East affiliate marketing is only 2% of global value.**

SOLUTION

Global Network's platform provides a new way forward:

- We educate and empower brands, building in-house affiliate programs tailored for growth.
- Our expert team of media buyers drives performance with precision.
- We guarantee fast and transparent payments to affiliates, ensuring loyalty and higher traffic.
- With local presence in Dubai, Jordan, and soon Riyadh, we stay close to clients and partners.

02.

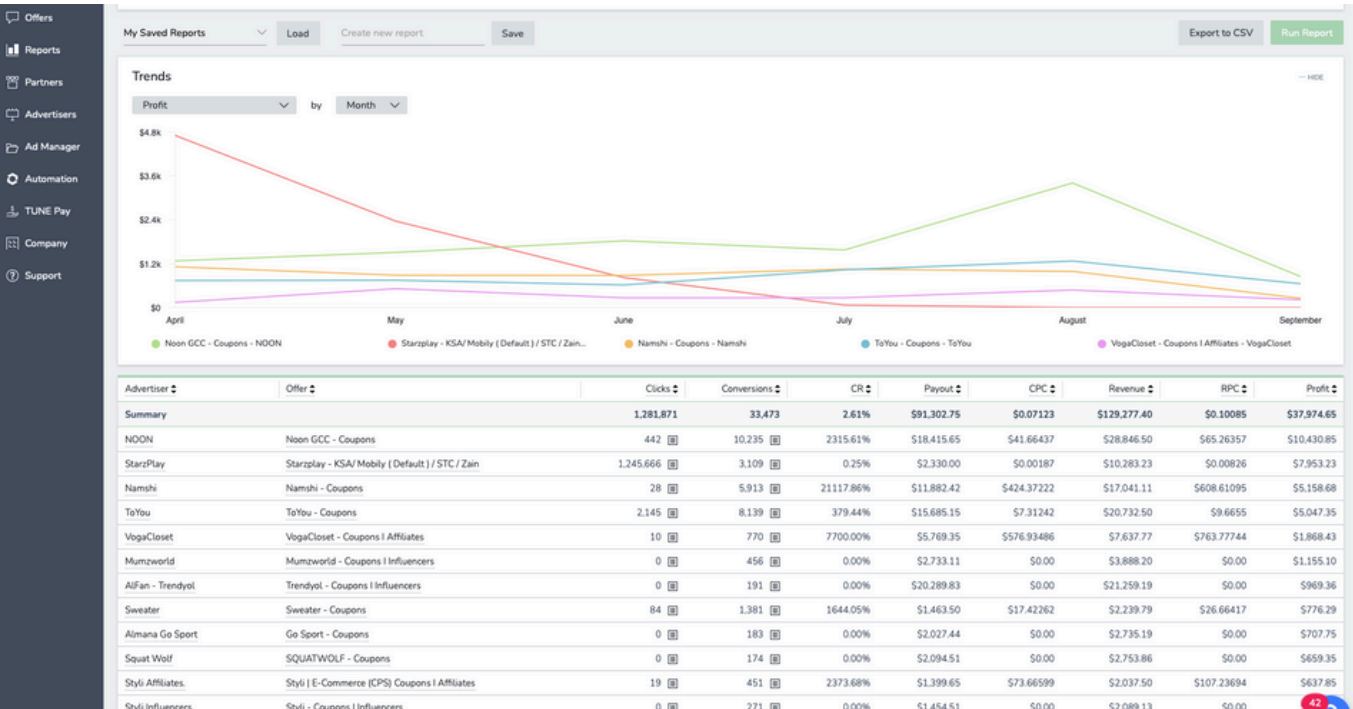
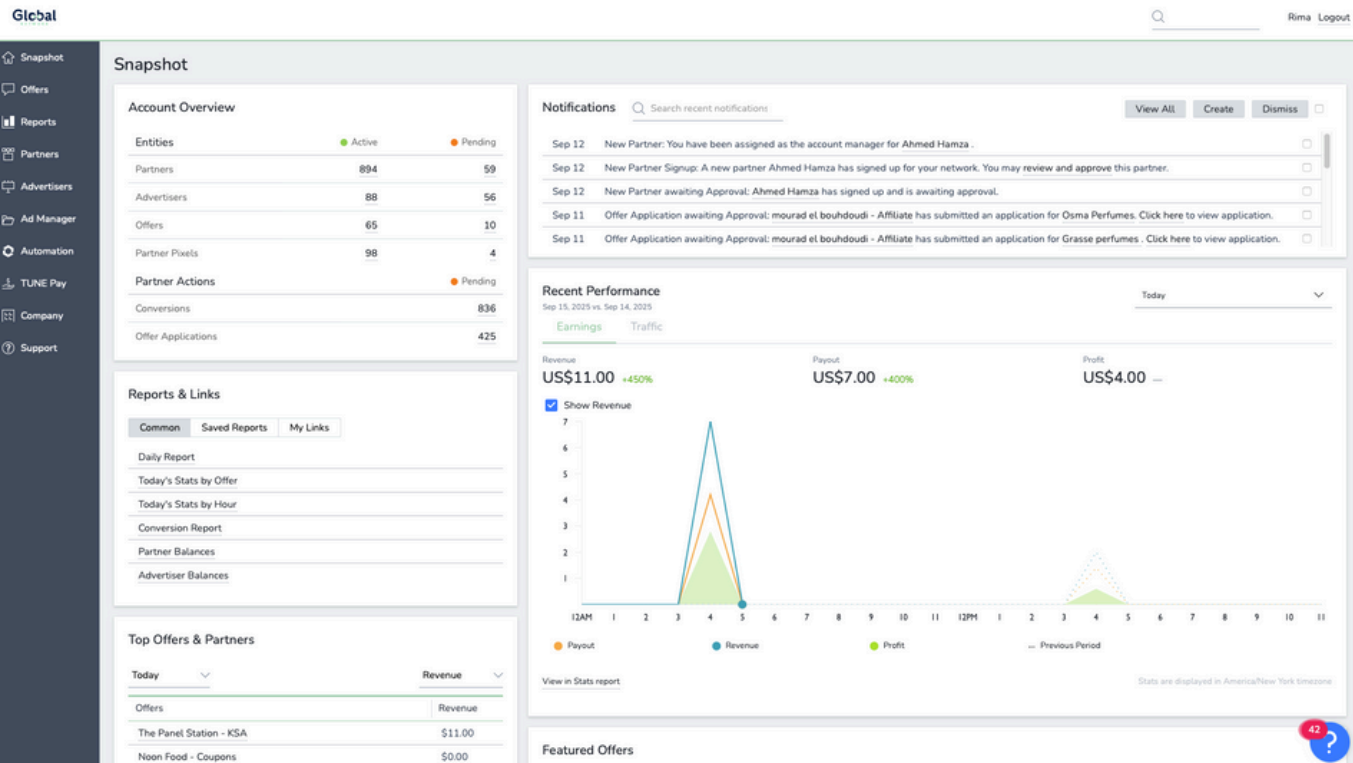
PRODUCT

Our Product

Global Network provides a powerful affiliate marketing platform that bridges the gap between brands and their target audiences, while enabling affiliates to unlock their full earning potential. Our solution features:

- Multi-Channel Campaigns: Engage customers through social media, blogs, email, and video platforms.
- Data-Driven Analytics: Monitor key metrics like clicks, conversions, and affiliate revenue with precision.
- Affiliate Management Tools: Streamline onboarding, track commissions, and optimize campaigns with ease.
- Trusted Partnerships: Work alongside reputable brands to enhance credibility and drive engagement.

By integrating innovative technology with strategic marketing, our platform empowers businesses to achieve measurable growth and provides affiliates with reliable, long-term income opportunities.

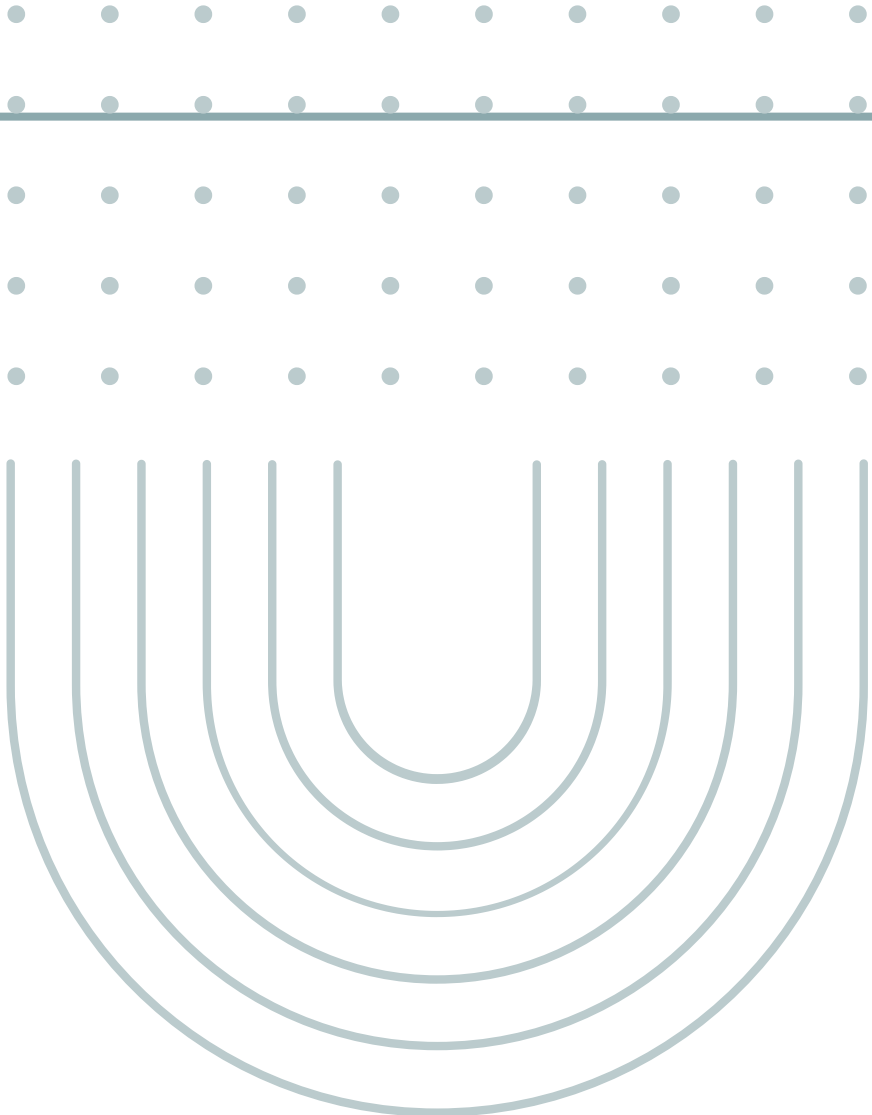


1. For Businesses (Brands & Companies)

- Affiliate Campaign Management: Strategically plan, launch, and continuously optimize affiliate marketing campaigns to maximize reach and revenue.
- Multi-Channel Marketing: Engage your audience across multiple platforms, including social media, blogs, email, and video content, ensuring a consistent and impactful presence.
- Performance Tracking & Analytics: Leverage advanced analytics to monitor clicks, conversions, and ROI, enabling data-driven decision-making for continuous improvement.
- Brand Partnership Development: Build and maintain strong relationships with reliable affiliates and partner agencies to boost credibility, expand your network, and enhance campaign performance.
- Affiliate Agency Services: Benefit from professional support including campaign strategy, affiliate recruitment, creative content development, influencer collaboration, and ongoing performance optimization.

2. For Affiliates (Marketers & Influencers)

- Campaign Access: Gain entry to top-tier, high-performing affiliate programs.
- Performance Tools: Monitor your results, fine-tune campaigns, and boost conversion rates.
- Support & Training: Receive expert guidance to enhance strategies and unlock greater earning potential.
- Transparent Commission System: Enjoy dependable payouts with clear, easy-to-understand reporting.



OUR SERVICE



**"JUST KEEP MOVING
FORWARD."**

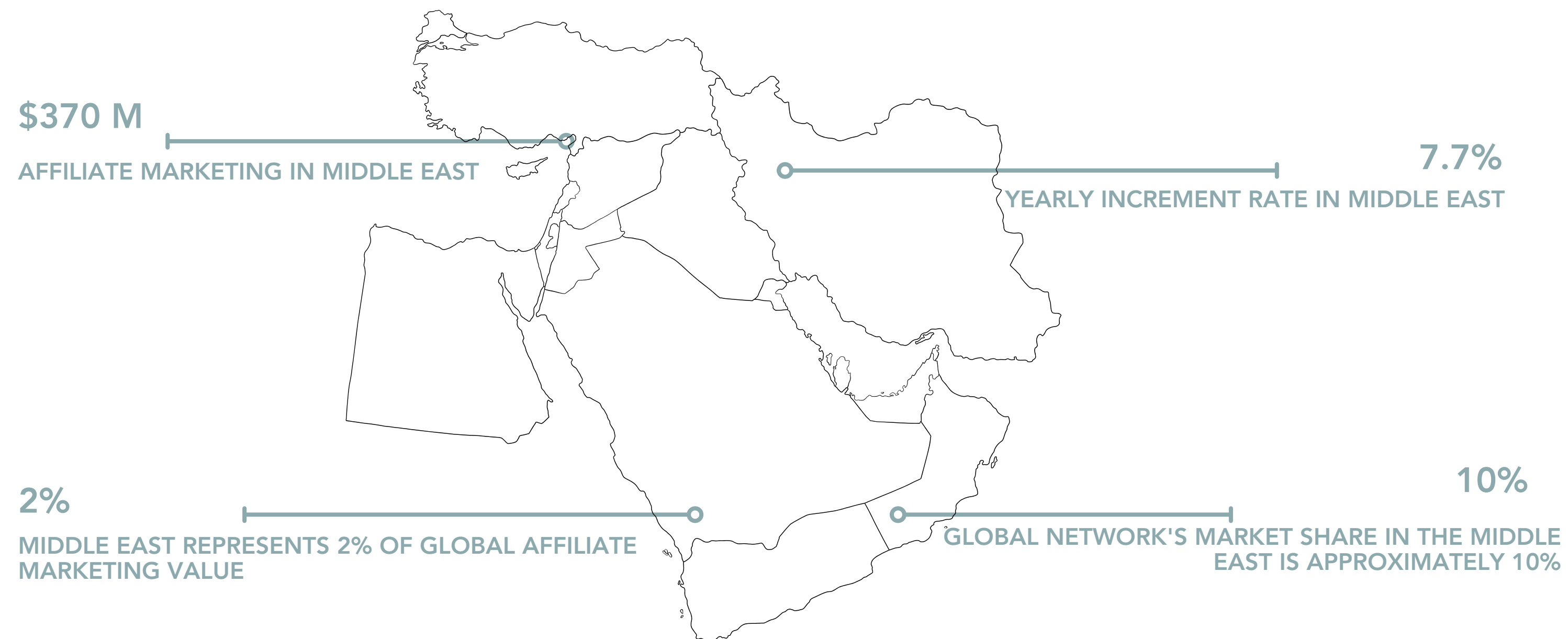


03.

MARKET ANALYSIS

OUR MARKET

Global Affiliate Marketing Value \$18 B

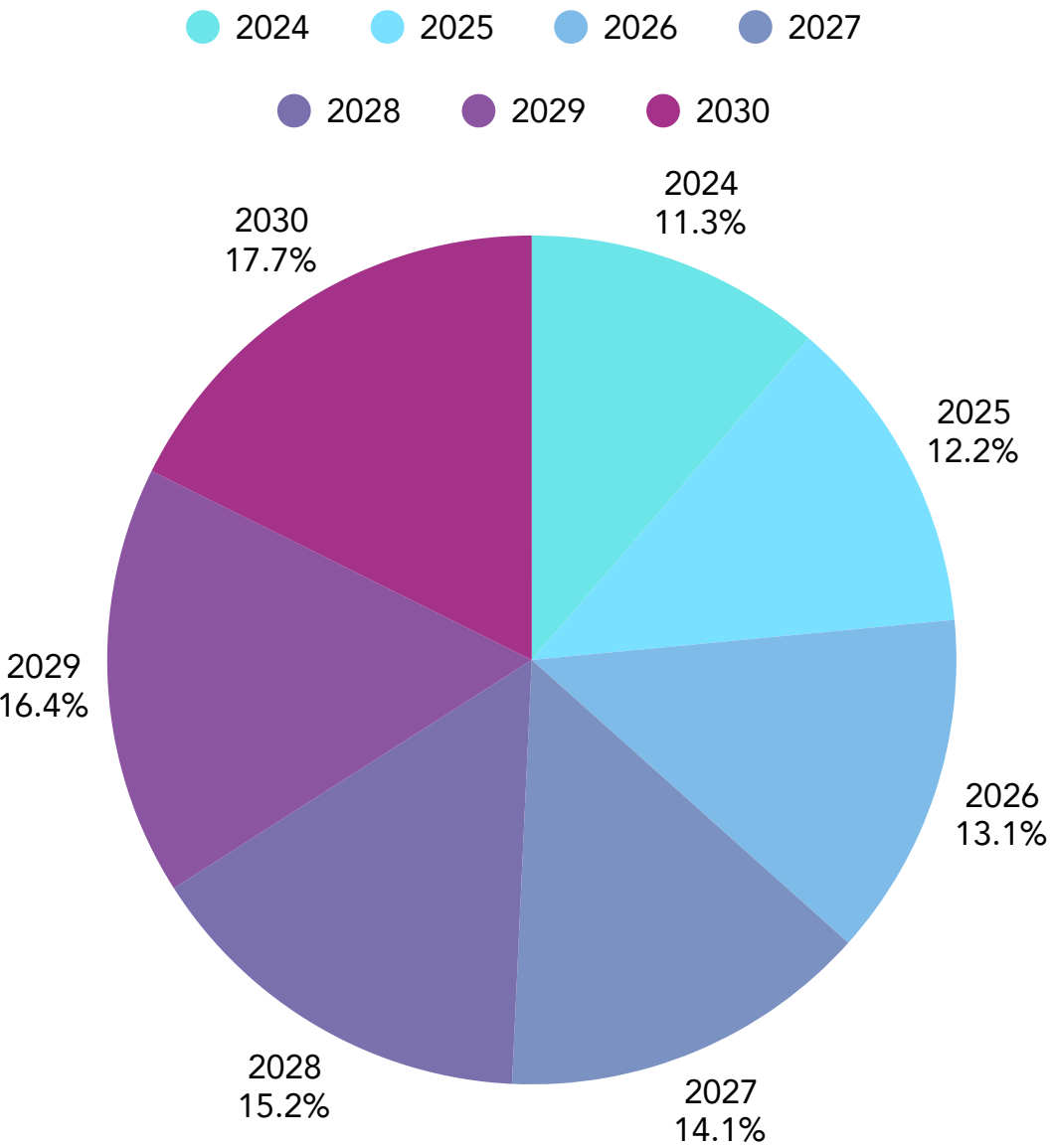


YEARLY INCREMENT 7.7% TILL THE EARLY BEGINNING OF 2030 DEPENDS ON THE GLOBAL PUBLISHED REPORTS THE MARKET VALUE IS PROJECTED TO SURPASS \$30 BILLION BY 2031

STATISTICS

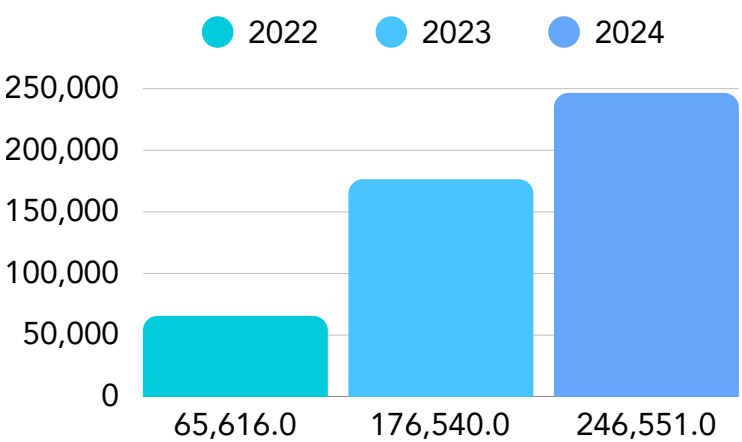
Global Network vs. Middle East affiliate marketing value

Year	Middle East Market size	Global Network Vlaue in Market	Global Network Percentage of Middle east value
2024	\$370,000,000	\$37,000,000	10.00%
2025	\$398,490,000	\$43,660,000	10.96%
2026	\$429,173,730	\$51,518,800	12.00%
2027	\$462,220,107	\$60,792,184	13.15%
2028	\$497,811,055	\$71,734,777	14.41%
2029	\$536,142,506	\$84,647,037	15.79%
2030	\$577,425,479	\$99,883,503	17.30%

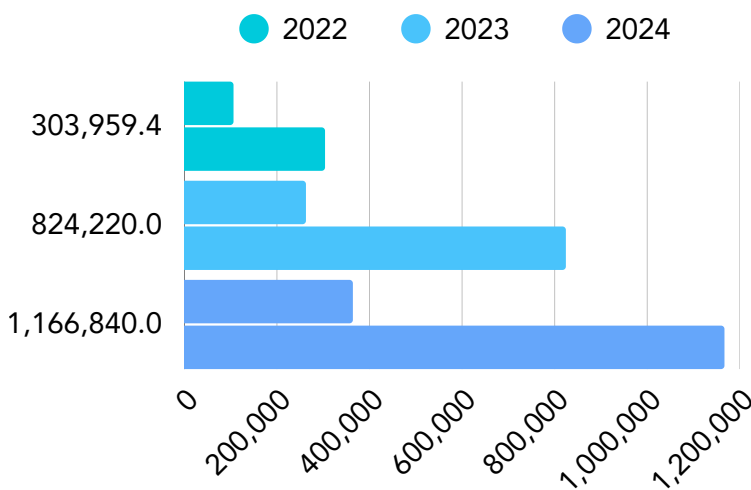


Global Network Growing Through the Years

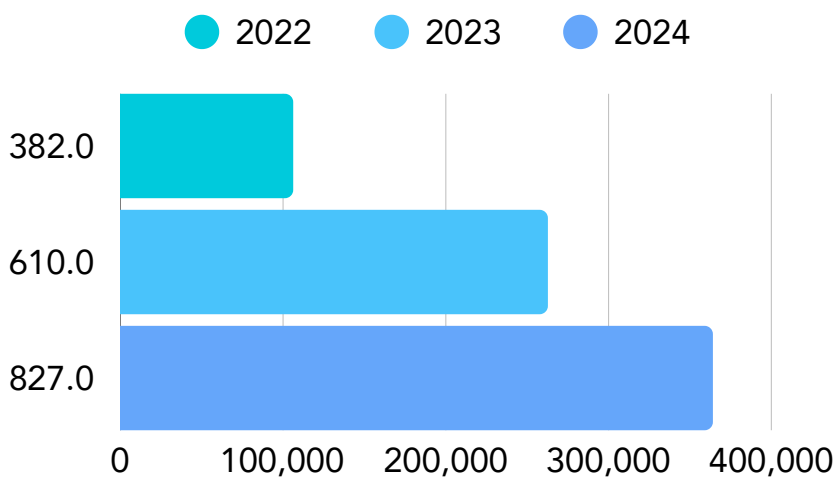
STATISTICS



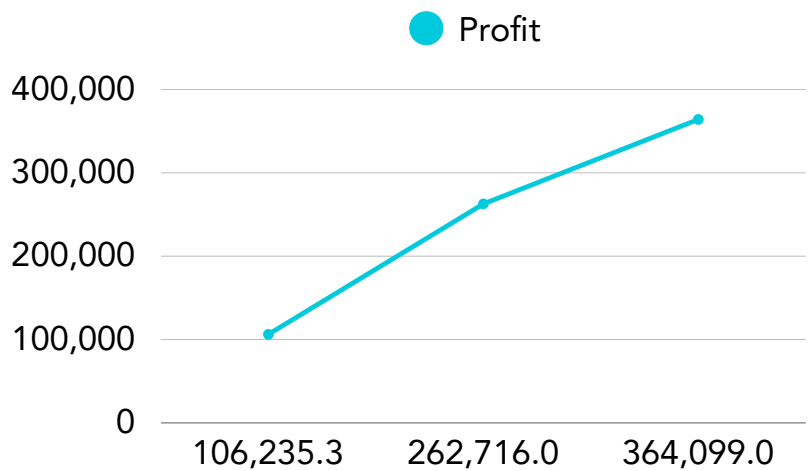
Sales



Revenue



Publisher



Profit

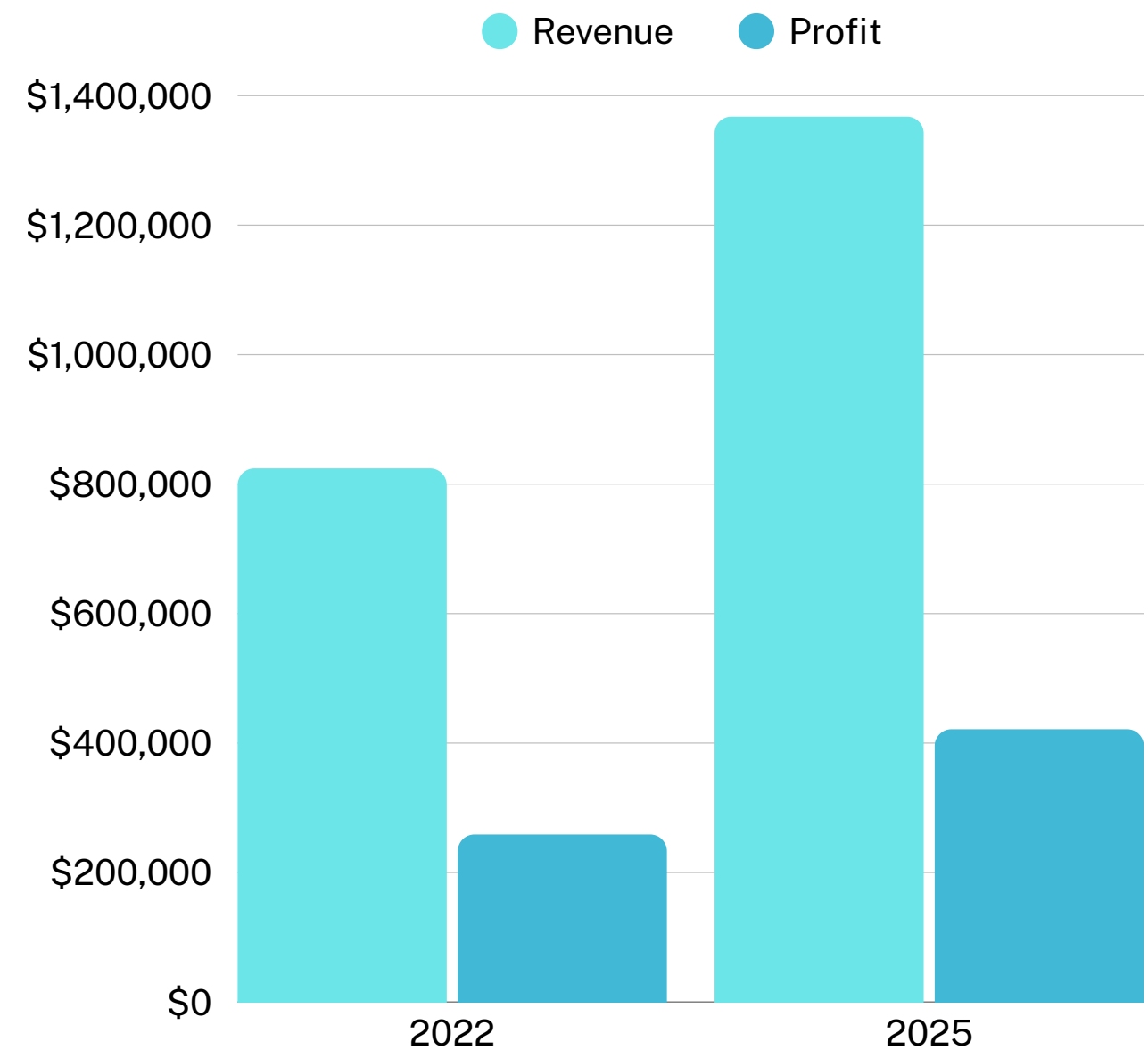
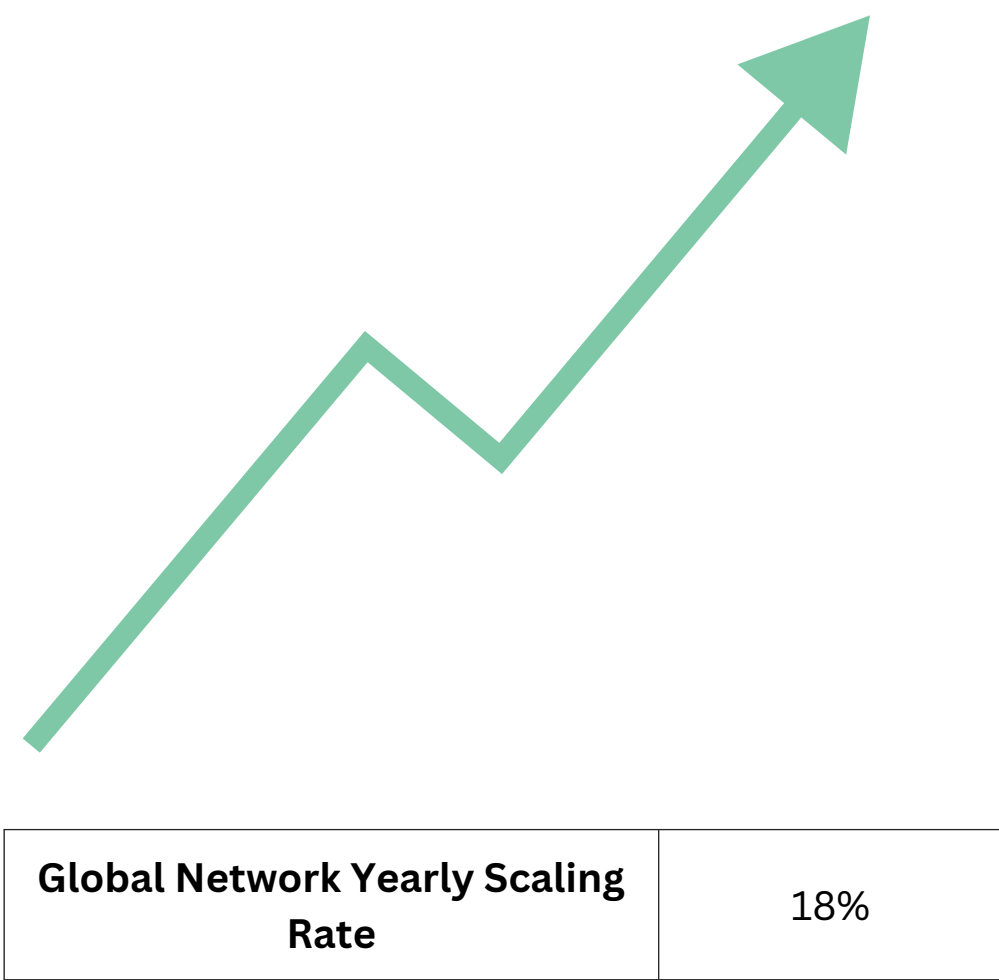
04.

TRACTION

CURRENT CLIENTS

Sector	Brands / Clients
Retail	styliستايي trendyol noon Linzi eyewa mumzworld#1 mother baby & child site in the Middle East فولف سكواتSQUAT WOLF سينروسساحر العصور Evad iHerb® hummel modanisa كنزkenz Babies & more نمشنمىنمشیNAMSHI Citron دار داردار DARAR قوس قزح OSMA REEF MRAYTI GO SPORT Sidaliه صيدلية نايس ونNICE ONE الدخيل الدخيل للعودAL DAKHEEL OUD UNDER ARMOUR Alsayidالبساحه للاطفال ميكاميك فوغا كلوسيتVOGACLOSET COURIR Fragrance.com Agent Provocateur igp orenaاوريڤا TEMU homzmart H&M TikTok Shop GAP
Luxury Retail	NBA Store U.S. Polo Assn. benetton SSS فارس FARFETCH 6TH STREETستريت 6TH OUNASS اود ميلانوOUD MILANO THE GIVING MOVEMENT adidas level SHOES
Delivery	noon FOOD تو يو تو YOU سويتيرSWEATER نوو نووNOW NOW Mr Mandoob أفوكادو Daily mealz™ noon MINUTES GILDA & PEARL LONDON
Entertainment	flash WIN STARZ PLAY حلمDREAM جاهد osn NRD OneCard STARZ ON
Real estate	HXCM Capital Markets {evest} Numbers Rule Raze Markets TibiGLOBE MultiBank Group
Survey	THE PANEL STATION toluna
Trading and Forex	DAMAC

SCALING PERCENTAGE



05.

BUSINESS MODEL

OUR STRATEGY

Global Network

Affiliate Network

- Onboard clients with potential commission shared collaboration possibility.
- Onboard affiliates and influencers
- Integrate client, publishers and clients tracking systems
- Observe and monitor publishers' performance
- Optimize offers performance.

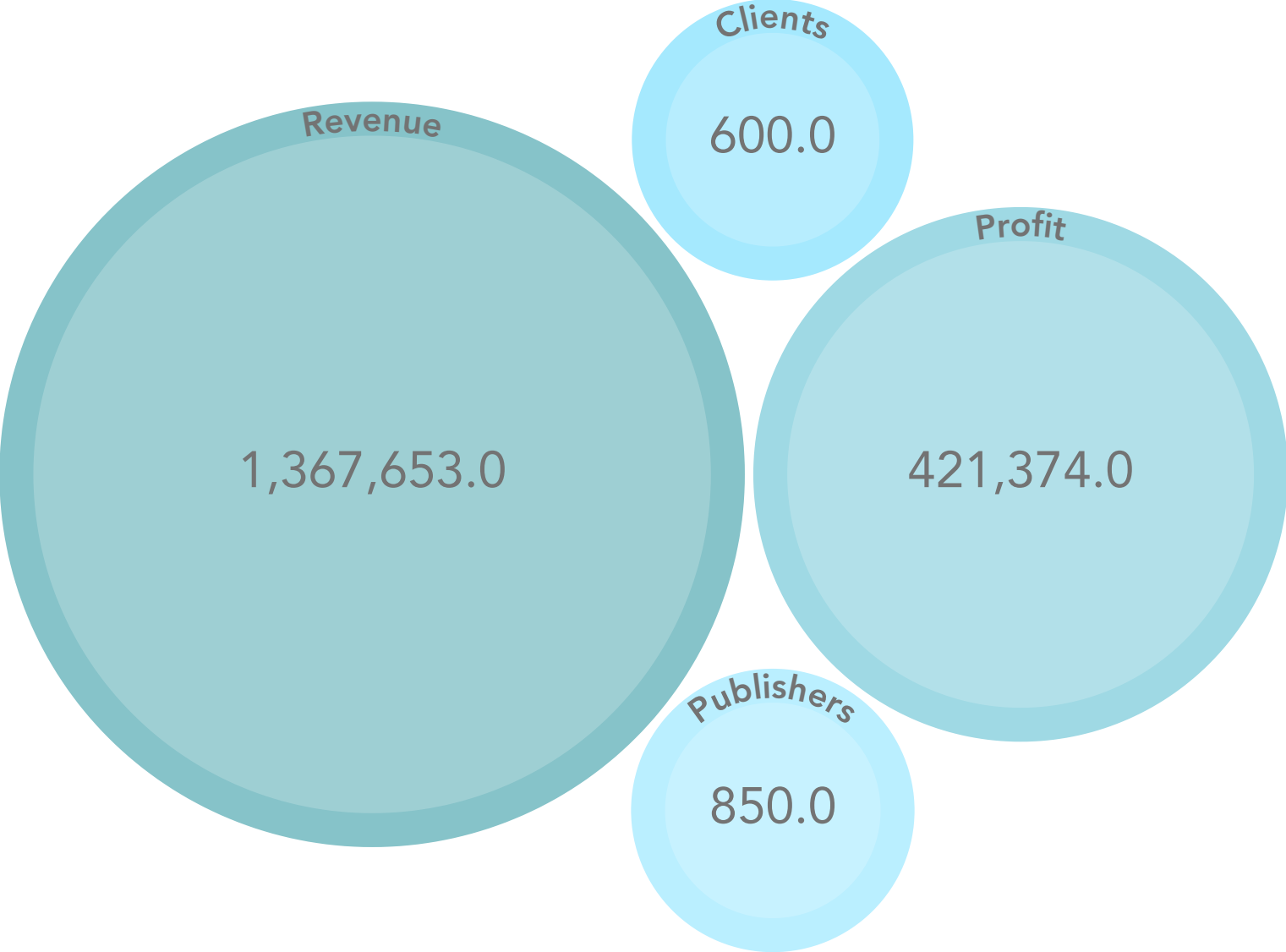
Affiliate Agency

- Study the market and client competitors.
- Suggest the best affiliate marketing structure depending on the requirements.
- Integrate the data (Ex. CRM) platform with a tracker system.
- Create a recruitment plan along with the terms and conditions.
- Publishers onboarding
- Program launching
- Program observation and optimization

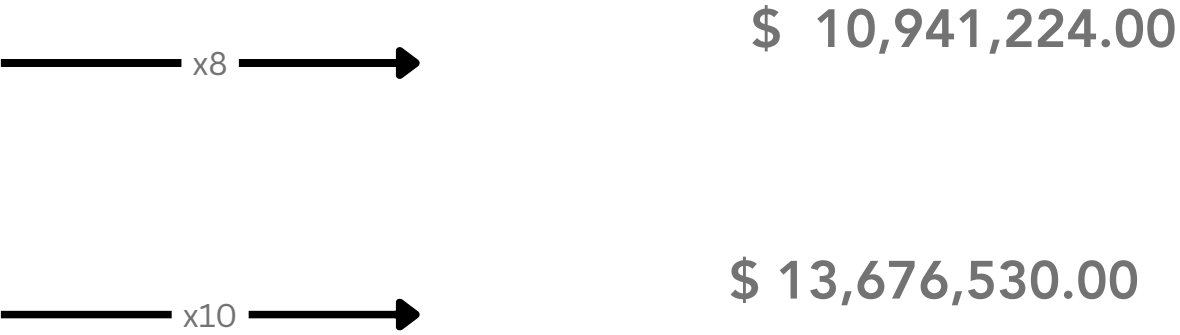
06.

COMPANY VALUATION

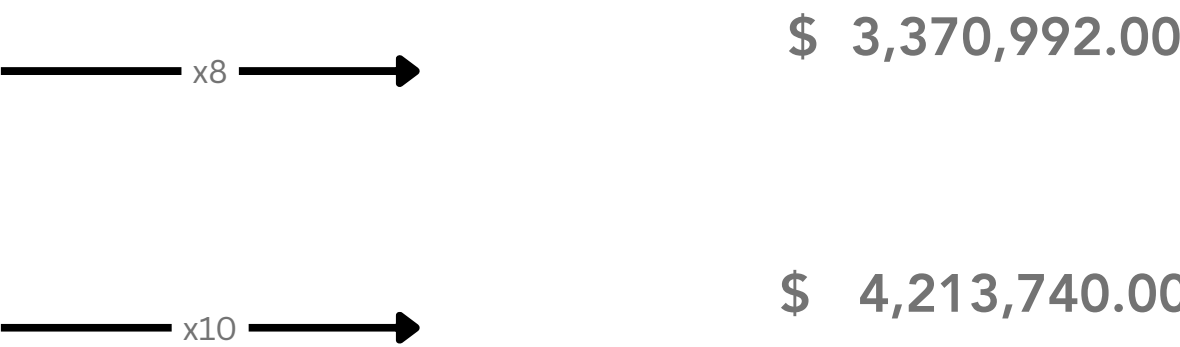
VALUATION MULTIPLES ARE BASED ON REGIONAL SAAS & DIGITAL MARKETING BENCHMARKS



BASED ON REVENUE



BASED ON NET PROFIT



07.

REQUESTED FUND AND INVESTMENT

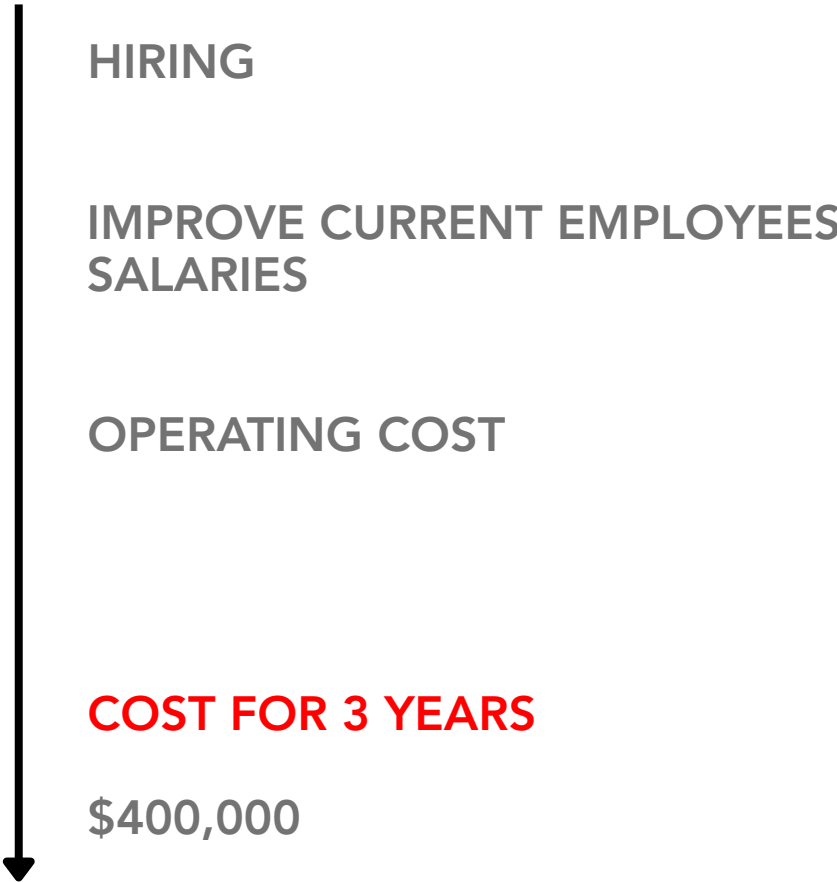


REQUESTED FUND

REQUESTED FUND \$2,000,000

INVESTMENTS BREAKDOWN AND COST

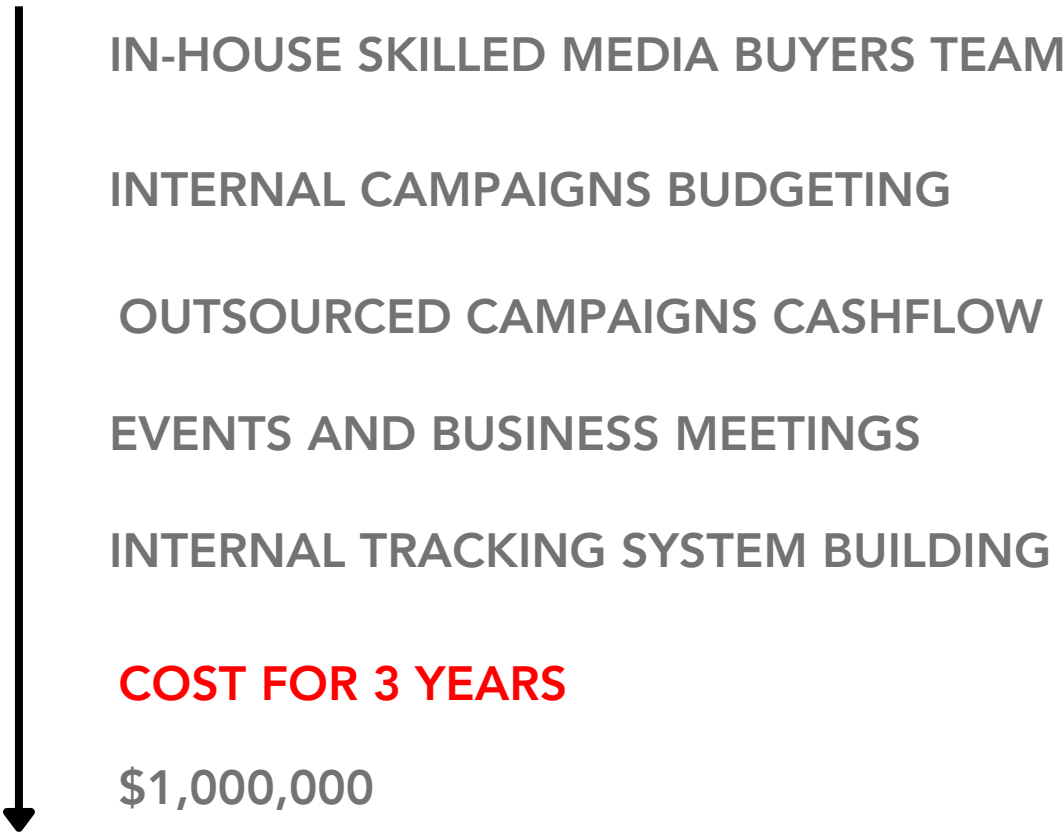
JORDAN OFFICE



SAUDI ARABIA OFFICE



EXECUTION COST

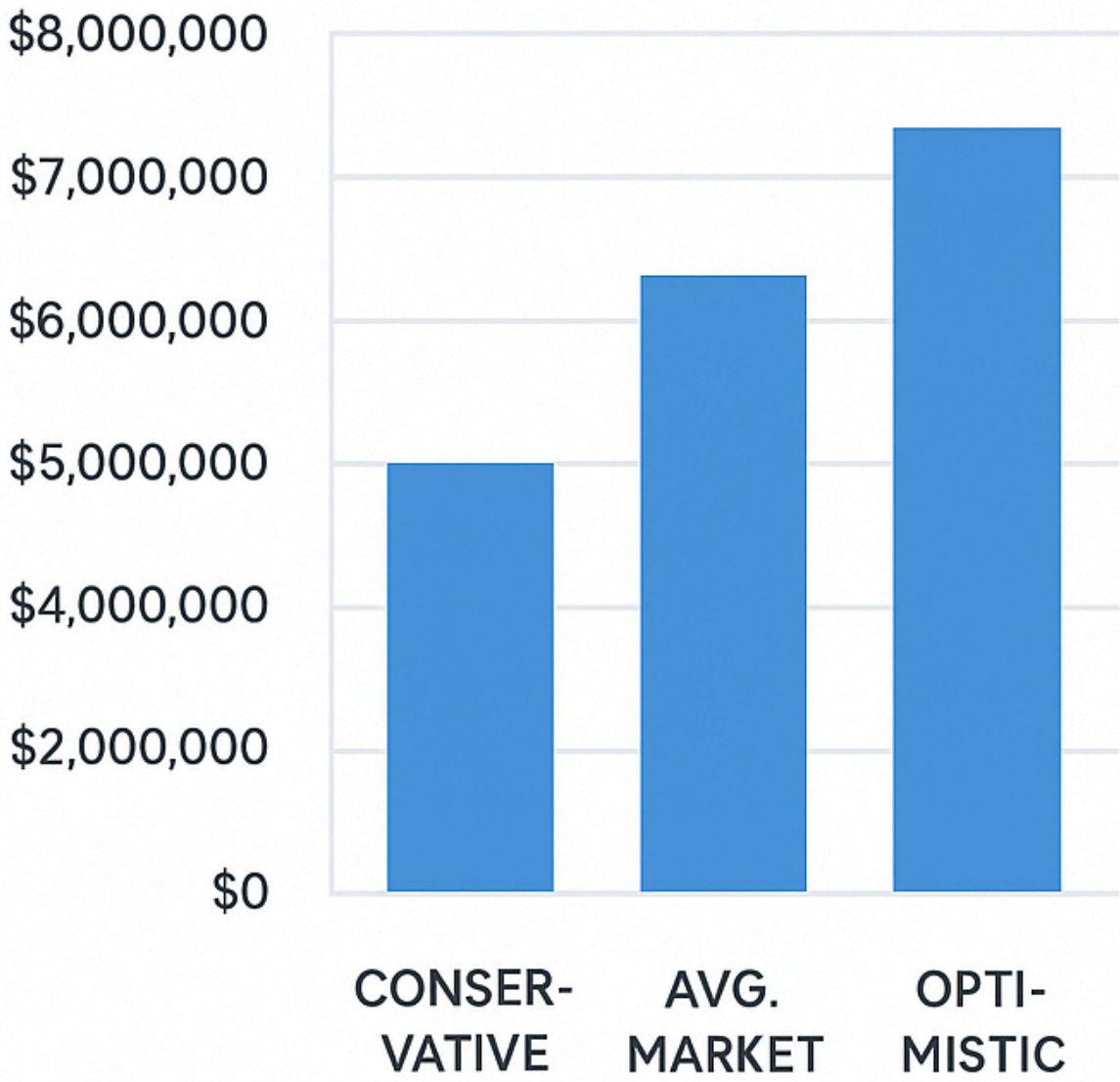


08.

FINANCIAL PROJECTIONS

PROJECTED REVENUE GROWTH

SCENARIO	ANNUAL REVENUE
CONSERVATIVE	\$4,400,000
AVG. MARKET	\$5,400,000
OPTIMISTIC	\$7,400,000



09.

INVESTMENT PLAN

INVESTMENT PLAN

NEXT 3 YEARS

COMPANY EVOLUTION INCREMENT



ACHIEVEMENTS

- 1. ESTABLISHED AND SUCCESSFULLY MANAGED THE ABU DHABI OFFICE FOR 4 YEARS.
 - 2. OPENED AND OPERATED THE JORDAN BRANCH OFFICE FOR 2 YEARS.
 - 3. BUILT A STRONG CLIENT BASE ACROSS THE UAE AND KSA.
 - 4. RECRUITED AND ONBOARDED OVER 800 PUBLISHERS ACROSS THE MIDDLE EAST.
- COMPANY VALUATION
\$13,000,000

COMPANY VALUE

\$13,000,000

EXPECTED ACHIEVEMENTS

- 1. COMPLETE REGISTRATION OF THE RIYADH BRANCH.
- 2. ESTABLISH A NEW OFFICE IN RIYADH.
- 3. HIRE AND ONBOARD SKILLED EMPLOYEES IN THE JORDAN OFFICE.
- 4. EXPAND CLIENT ACQUISITION IN SAUDI ARABIA.

COMPANY VALUE

\$16,521,180

EXPECTED ACHIEVEMENTS

- 1. EXPAND BRAND AWARENESS IN SAUDI ARABIA.
- 2. ESTABLISH A BRANCH OFFICE IN EGYPT.
- 3. ENHANCE REVENUE AND PROFITABILITY FROM EXISTING CLIENTS.
- 4. ACQUIRE NEW CLIENTS ACROSS ADDITIONAL SECTORS.

COMPANY VALUE

\$20,678,400

EXPECTED ACHIEVEMENTS

- 1. COMPLETE COMPANY REGISTRATION IN EGYPT.
- 2. OFFICIALLY OPEN THE EGYPT OFFICE.
- 3. DEVELOP AND IMPLEMENT A FINANCIAL PLAN TO ENTER THE GLOBAL TRADING MARKET.

COMPANY VALUE

\$26,724,247

TEAM



Rima Hani
Founder and Marketing
Director



Amer Kilani
Executive Office and
Finance Manager



Mohammed AK
Senior Affiliate Account
Manager



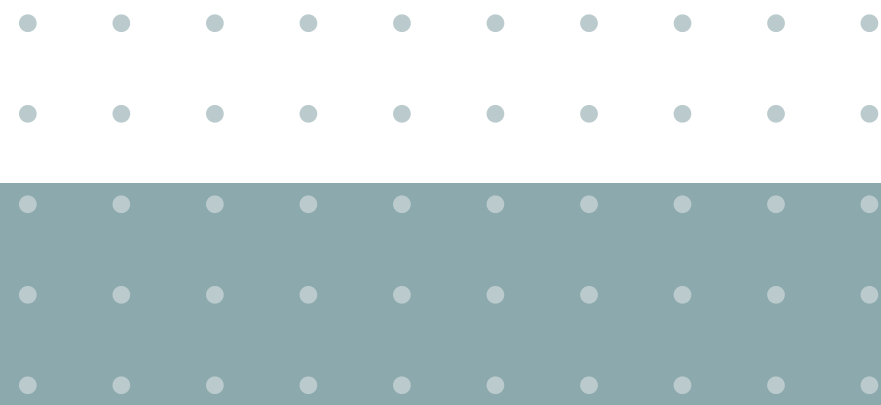
Samer Baibers
Senior Affiliate Account
Manager



Mohammed Alshaikh
Senior Affiliate Account
Manager



Rahaf Abu Khadija
Social Media Account
Manager



THANK YOU

JOIN US IN SHAPING THE FUTURE OF DIGITAL GROWTH IN MENA

We'd love to hear from you.

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